

Environmentally Friendly Textile Products: Conceptual Buying Behavior Model

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ABSTRACT

The understanding of consumer behavior extends to various arms of science and is a key to successful marketing. By raising consumer awareness of negative influences of conventional production the importance of environmental friendliness of the product is increasing. Scientific paper presents the creation of consumer buying behavior conceptual model to research and measure connections between buying factors and their affects on consumer buying decision making for environment friendly textile products. The object of the paper is development of consumer buying behavior conceptual model towards environment friendly textile products. Interconnections between selected buying factors (price, brand, design, environment friendly product features) and buying decision making of a selected consumer target group for environment friendly textile products will be presented at conceptual level. The research will, in terms of its design and content, represent one of the reference works in the field of marketing research and its narrower segment consumer behavior.

Keywords: consumer behavior, buying decision, environment-friendly textile product, price, brand

1. Introduction

1.1 Scientific background and problem identification

Consumer behavior is defined as a behavior consumers demonstrate while searching for, buying, using, disposing of and evaluating products, services, ideas that are expected to satisfy their needs (Schiffman and Kanuk, 2015). The process of buying decision

making is defined as a comprehensive process of consumer decision making that occurs mostly in five, and occasionally, in seven consecutive levels (Peter and Olson 2005, 156; Solomon et al. 2006, 258). The process includes all parameters a consumer may encounter while buying products for the first time experiencing a high level of buying commitment. We talk about an expanded process of buying decision making that consists of five or seven levels:

problem/need identification, data and information collecting, evaluation of alternatives, consumer choice and post purchase behavior/result; regarding the seven-level model the use of purchased alternative (satisfaction or dissatisfaction with the purchased product) and disposal of unused products and their parts are added. Ethical or environmentally responsible buying is an extended buying process where the consumer considers the purchase in depth and collects the needed information on account of strong involvement in ethical issues and dilemmas. Most models of ethical decision making and consumption are built on the cognitive process: (1) Beliefs determine attitude, (2) Attitude leads to intention and (3) Intention results in Behavior. Social norms and behavioral control additionally influence Intention and Behavior (Carrington, Neville and Whitwell 2010 in Zalokar, 2017, 24). Consumerism is an active movement of today's society. Trends, such as globalization, specialization and increasing competition change together with the consumer's role. A consumer is no longer a mere classical buyer and product consumer, but is turning into an active participant in product designing, their development and supply (Wang, Lo and Yang, 2004, 171). Companies should, therefore, have better knowledge of consumers than in the past. They should be familiar with the factors influencing their buying decision making. Consumer behavior is, during the process of buying decision making, affected by various factors. These can be divided into several factor (influence) groups: psychological (motivation, attitude, learning and memory), social (reference groups, family, individual's role and position, status), personal (age and level of a family's life cycle, occupation and financial situation, lifestyle, personality and self-image, values and beliefs), cultural (culture, social class), economic (price-monetary in non-monetary aspect, income, quality), individual differences and environmental impacts (Blackwell, Miniard and Engel, 2006; Azevedo et al., 2008; Kyung Hoon et al., 2008; Crommentuijn-Marsh, Eckert and

Potter, 2010; Iqbal, 2011; Bennett, 2011; Prodnik, 2011; Ellis, McCracken and Skuza, 2012; Fletcher, 2014; Niinimäki 2015; Koca and Koç 2016; Schnurr 2017; Joy and Peña 2017; Rothenberg and Matthews, 2017; Nassivera et al., 2017; Nam, Dong and Lee, 2017; Rahnama and Rajabpour, 2017; Kotler and Armstrong, 2018; Zavali and Theodoropoulou, 2018; Rathinamoorthy, 2019; Kim and Sullivan, 2019; Prieto-Sandoval et al., 2019). In the research of authors Azevedo et al. (2008) and Taufique et al. (2014) division into internal and external influence factors on buying decision making can be observed. »Values and beliefs of ethical consumers who aim at satisfying the Greater Good, form and motivate the buying decision making of these consumers. Several researchers have proven that consumer decide on environment friendly products, since they are convinced that production, consumption and disposal of such product result in less damage to people, animals and environment than the production, consumption and disposal of conventional products.» (Zalokar 2017, 27) Among other important factors that influence the purchase decision making of environmentally conscious consumers the following are worth mentioning: care for one's own health, which means self-protection for such consumers, strong identity of an environmentally conscious consumer, their self-confidence, sense of happiness and one's own satisfaction, family, friends, and peers.

The joint objective of a company or organization is nowadays to encourage consumers to buy through different forms of marketing communications. In order to raise consumer awareness of product purity companies evaluate their products with certificates. Textile industry has a high environmental impact on water pollution, high energy consumption and greenhouse gasses air pollution (Zhang et al., 2018). When selecting this type of product consumers are more careful if choosing food than a textile product (Kim and Damhorst, 1998). Fletcher (2014) divided an

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environment friendly product in two types, considering ethical and environmental aspect. Ethical aspect of environment friendly textiles includes good working conditions, standards and regulates a sustainable business model (Joergens 2006). Environmental aspect of textile production is based on three issues of problem solving: consumption of natural resources, use of chemical preparations (pesticides, herbicides, insecticides, fungicides) and management of products after use (Mintel 2012; Goworek et al. 2015).

The object of the paper is development of consumer buying behavior conceptual model towards environment friendly textile products. Interconnections between selected buying factors (price, brand, design, environment friendly product features) and buying decision making of a selected consumer target group for environment friendly textile products will be presented at conceptual level.

2. Critical review of the literature and hypotheses development

Ecologists observed the first signs of consumer impact on environment sixty years ago (D'Souza et al., 2007). Zhang et al. (2018) points out textile industry, which belongs to the greatest threats to clean air and water and consumes energy excessively. The production of polyester and cotton in particular is labelled as the largest pollutant of ocean waters, agent of global warming and destroyer of biodiversity. In the past few years textile brands have been appearing that aspire to act sustainably, use ethical and environment friendly product materials (Kaye, 2011; Sustainable Apparel Coalition b. 1.) and have been introducing 5R (*Reduce, Reuse, Recycle, Redesign, Reimage*) (Choi and Li, 2015). Žerdin (2015, 3) quotes:

“Consumer awareness of negative influences of production on the environment is growing stronger and stronger. More and more consumers are aware that they themselves can contribute to environmental protection

with carefully thought through purchase decisions and are, therefore, oriented to the products bearing lesser impact on the environment than the rest. Even companies are adapting to this changed and modified way of consumer thinking. In order to influence consumer purchase preferences, they label their products with environmental certificates. Primary intention of environmental certificates should be informing consumers on the environmental impact of the product.”

Certificate is one of the constituent parts of traceability and provability of environmental and social responsibility of the product. Traceability of raw materials of a product in textile industry has not reached the level of importance as in, for example, food industry (Rothenberg and Matthews, 2017). According to researches Crommentuijn-Marsh, Eckert and Potter (2010), Iqbal (2011) and Nam, Dong and Lee (2017), certificate is an influencing factor for willingness to pay more for environment friendly textile product. Companies, non-governmental, government and international organizations, as well as industry sectors have been developing an increasing number of various types of certificates (EPA, 1998, cited by Taufique et al., 2014; EC, 2001, cited by Taufique et al., 2014). As the reason for the development of certificates Chen (2010) stressed out the desire for protection of environment and natural resources. On the basis of the survey of theoretical and empirical findings a fundamental thesis is derived from. Fundamental research thesis refers to connection between product features (“Certified Product”) and consumer decision making to purchase environment friendly textile products. The proposed connection will be analyzed in the context of selected purchase factors. The fundamental thesis will be tested with consumers in Slovenia and on the sample of environment friendly textile products.

Fundamental thesis: Label “Certified Product” has at least as statistically typical

impact on consumer decision making to purchase environment friendly products as other studied purchase factors.

From the fundamental thesis hypotheses derive below. For each influence factor a hypothesis will be derived that will apply to the context of Slovenia and to environment friendly textile products.

Price will be the influence factor in the process of purchase decision making studied in the research. We will be interested in the perception of monetary and non-monetary part of the price and their influence on buying decision making for environment friendly textile products. Recently literature has predominantly been dealing with the complex nature of product price. Numerous authors consider the price very broadly, e. g., Zeithaml (1988, 4), argues: “From the aspect of a client the product price is what he gives or sacrifices in order to gain the product.” Further on he states that main factors influencing the price are objective (expressed in money) price, perceived non-monetary price and “sacrifice”. In doing so she has actually broadened the classical (economic) definition of price in two ways: the importance of non-monetary price factors (costs of searching, waiting, travelling, purchasing, utilization learning, etc., in short, all efforts, risks and uncertainties) and the differences between objective (expressed in money) and perceived price. This implies that in money expressed price does not present the only sacrifice “paid” by the buyers to acquire the product. From client’s aspect the product price includes all costs or investments perceived by clients in the process of exchange in connection to acquisition and utilization of a certain product. (Pisnik Korda 2008).

The price has, according to authors Azevedo et al. (2008), Bennett (2011) and also Rothenberg and Matthews (2017) an important impact on consumer buying response. Authors Monroe and Krishnan (1985), Blattberg and Wisniewski (1989),

Rao and Monroe (1989), Sweeney, Soutar and Johnson (1999) as well as Erevelles, Roy and Vargo (1999) argue that a higher perceived price leads to a higher perceived product quality. The results of researches done by authors (Dodds, Monroe, Grewal 1991; Grewal, Kent and Krishnan 1998; Sweeney, Soutar and Johnson 1999; Erevelles, Roy and Vargo 1999; Pisnik Korda 2008; Vukasović 2003; Vukasović 2010) also point at direct influence of the perceived price on the perceived quality. Konečnik Ruzier (2011, 179) highlights the positioning of the price regarding the interval between the lower and upper value. The lowest price is favorable to a consumer, yet it incites suspicions about quality. High price will arouse confidence in quality and loyalty with a consumer. Setting the price in the interval of the expected means that it is in the price range suitable for a consumer.

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Crommentuijn-Marsh, Eckert and Potter (2010) have found out that consumers in Great Britain are willing to pay 5 to 10 pounds more for “Certified Products”. Ellis, McCracken and Skuza (2012) have investigated whether consumers are willing to pay more for clothing made of organic cotton and come to a conclusion that consumers are prepared to pay a 25% higher price. The research on the attitude of Europeans towards formation of a unified market for organic products has shown that more than three thirds of respondents would be willing to pay more for environment friendly products, provided they were certain the products are genuinely environment friendly (77%). On the other hand, just over a half of Europeans (55%) feel they are adequately informed on the environmental influence of purchased and used products (ZPS 2013). Niinimäki (2015) points out that consumers perceive the price for ethical and environmentally responsible textile as too high and in disproportion with conventional products. Rothenberg and Matthews (2017) have researched consumer decision to purchase environment friendly fashion accessories. They argue that consumers are willing to pay more for an

environment friendly fashion accessory. It is observed that few studies have been implemented in Slovenia and abroad, particularly in Europe, regarding the subject of relation between the price and consumer on the sample of environment friendly textile products.

On the basis of the survey of research findings by relevant authors of the proposed field hypothesis H1 is being derived, within which it is assumed that the product price reflects its quality, innovation, value and environmental integrity.

Hypothesis (H1): Consumers are willing to pay more for textile products for which higher quality, innovation, value and environmental integrity are recognized than for conventional textile products.

The research will also test the influence of a brand on consumer buying decision making while buying environment friendly textile products. Vovk (2005, 4) quotes:

“Competitive conditions in today’s markets are becoming increasingly saturated and the battle for (preferably loyal) consumers is growing harsher and harsher. This can be observed in particular in textile industry or fashion industry and the world of fashion, where the items change even faster than in other industries. This leads to even harder battle for consumers, which implies that development processes should be faster, as well as competition and condition adaptations on the market. A brand is everything in textile industry; not only presents it the means of product distinction, but is, above all, the means of identification with a certain manner of living and lifestyle. What is more, a fashion brand represents a key value for a company and its operations. An increasing number of fashion houses comprehend that a brand buyer is not an ordinary consumer. They are much more: a holder of their own personality and, at the same time, confirmation and identifier of the fashion brand

personality. The brand that is worn is increasingly important, since it not only reflects one’s identity, should it be fashionable or not, but it also establishes the latter on the basis of lifestyle that has outgrown into a certain way of fashion brand consumption.”

A brand is a transporter of information on quality, tradition, style, status, manufacturer and origin of the product. The origin and brand are tightly linked (Vukasović, 2010). After the environment friendly brands had gained ground in food industry, the brands of this type also appeared in other industries, such as textile and car industry. There are numerous reasons why companies try to be competitive on the market with the introduction of environment friendly brands: (1) environmental regulation of the government to adopt environment friendly business strategies in companies, non-governmental and government organizations (Jain and Kaur, 2004); (2) media highlight many ecological issues, such as global warming, environmental disasters (Leonidou and Leonidas, 2011); (3) the increase of socially and environmentally responsible consumption and the purchase of environment friendly products (Peattie 2001). Purchase decision making for environment friendly product is positively influenced by social influence by peers and family (Cheah and Phau, 2011; Lee, 2011), which is an additional reason for companies to offer environment friendly brands.

Among relevant authors who tested the influence of brand on consumer buying decision making for environment friendly textile products, the following should be highlighted: Joergens (2006), Cheng et al. (2007), Kyung Hoon et al. (2008), Fletcher (2014), Niinimäki (2015), Goworek et al. (2015), Isaacs (2015), Koca and Koç (2016), Schnurr (2017), Diddi and Niehm (2017), Rathinamoorthy (2019), as well as, Kim and Sullivan (2019). Lynch and Srull (1982) and also Alba, Marmorstein and Chattopadhyay (1992) have divided consumer behaviour

regarding the brand into three categories: stimulative choice (brand recognition), choice regarding memory (brand recall) and mixed choice (combination of recall and recognition). Joergens (2006) stresses out that buying decision making with the young is influenced by: brand name, latest fashion and price. Cheng et al. (2007) state in their study that consumers give priority to national brands in the buying process over international ones, however, international brands are more appreciated compared to national brands. Kyung Hoon et al. (2008) test in their research the relations between brand value and its influence on buying decision making and relations between brand recognition, its value, relation to it and brand loyalty. The latter is demonstrated by repetitive buying decisions. Fletcher (2014) underlines in the research the influence of brand promotion on consumer buying decision making for environment friendly textile products. Isaacs (2015) highlights brand loyalty and otherwise observes that consumers prefer buying brands of products they already know and have been using, although they are willing to change them for environment friendly brands. Koca and Koç (2016) note differences regarding gender with apparel buying. Women's buying decision making is influenced by fashion and fashion trends, whereas men are influenced by brand name or its recognition. Kim and Sullivan (2019) argue that fashion merchants are able to create an emotional link with a consumer via a brand. By using a method of storytelling, the consumer identifies themselves at an emotional level with the story of the and thus develops even closer connection to the brand. Consumer becomes the ambassador of the brand. With mutual patronage loyalty and trust are born.

On the basis of the survey of research findings by relevant authors of the proposed field hypothesis H2 is being derived.

Hypothesis (H2): Product brand that manifests its recognition, value, trust, quality, tradition, style, origin and loyalty, statistically typically positively influences

consumer buying decision making for environment friendly textile products.

In the research we will as well be interested in the influence of product design on consumer buying decision making for environment friendly textile products. Nowadays design is oriented towards user or consumer. It is a strategic tool for business growth and creation of competitive advantage. It includes demands that determine responsible behavior to society and environment, from conception to market implementation. The principle of sustainable product development is respect of: wisdom, natural systems, people, space, product life cycle, energy, natural resources and process (McLennan, 2004, cited by Jones 2008). Environmentally responsible design is a comprehensive perspective of responsibility in built up and global environment (Jones 2008, 5). Technological development of innovative, environment friendly textiles and environment friendly production technologies is progressing. Trends indicate development of textiles with zero waste, the development of super fiber, development supporting circular economy with zero negative environmental impact (MacArthur, 2017).

Among relevant authors who tested the influence of design on consumer buying decision making for environment friendly textile products, the following should be highlighted: Azevedo et al. (2008), Fletcher (2014), Niinimäki (2015), Clark (2008), Taufique et al. (2014), Schnurr (2017), Nassivera et al. (2017) as well as Prieto-Sandoval et al. (2019). Azevedo et al. (2008) state that design does not possess the most important role or influence on buying decision making for a fashionable textile product. In the research Portuguese consumers have classified design as the third most important factor (after price and quality). According to findings of Ethical Fashion Forum (2010) and study carried out in Finland by the author Niinimäki (2015) design, as a buying environment friendly textile product factor, has turned out to be

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very influential (along with price and quality). Taufique et al. (2014) argue that environmental responsibility presents the strongest influence factor, while design qualifies after knowledge and trust.

Product aesthetics, which is directly connected to product design, is the first visual link between a product and consumer and presents critical utility assessment (Bloch 1995; Cyr et al. 2009). Norman (1998) defined utility/functionality as product efficiency perception to achieve desired results or objectives. Hoyer and Stokburger-Sauer (2012) attribute aesthetics to sense of taste and critically emphasize that aesthetics is not connected only to visual image but also to all the senses. By buying certain products consumers wish to manifest their status, self-image, life style and social status. Design process is considered as a solution to responsible buying behavior and buying decision making also by Clark (2008), Azevedo et al. (2008) and Fletcher (2014). According to them design holds supporting elements for the development of environmentally and ethically responsible products, since it affects emotions and self-image, and consequently, consumer buying decision making

On the basis of the survey of research findings by relevant authors of the proposed field hypothesis H3 is being derived.

Hypothesis (H3): Product design that shows its innovation, aesthetics, life style, appearance and utility value (functionality), statistically typically positively influences consumer buying decision making for environment friendly textile products.

Product is a basic instrument of marketing mix. It presents a tangible supply on the market including quality, form, features, brand labeling and packaging (cited by Kotler 2004). Supplying a product that completely satisfies consumer needs and wishes is a prerequisite for a successful marketing. We will be interested in consumer opinion on good features that

make the product excel. The research will focus on the features of environment friendly textile products. The notion “product features” entails features that are directly linked to environment friendly product: a product with certificate or “Certified Product”, its appearance, practicality, raw materials and materials quality, product standard compliance, potential reuse, etc. While buying an environment friendly product a series of issues appears and influences buying decision making, namely: product safety, environmental impact, consumer privacy, well-being of the employed, discrimination, fair price, social and environmental corporate responsibility, charity, etc. These features have an important role in product contact, while being perceived with various senses.

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Within the context of the proposed model the influence of environment friendly product features on consumer buying decision making will be tested by hypothesis H4.

Hypothesis (H4): Label “Product with Certificate” or “Certified Product” statistically typically positively influences consumer buying decision making for environment friendly textile products.

3. Methodology

The collected secondary data from literature review and previously published researches on the discussed area will serve as the starting point of the elaborate research implementation in order to design a conceptual model for identification of connections between selected buying factors and their influence on consumer buying decision making for environment friendly textile products. Descriptive, compilation, classification, synthesis, and analysis methods were used.

In the next step, quantitative research will be carried out with the method of online survey. The sample will involve up to 400 consumers, aged from 25 to 65 coming from

households of 12 Slovene regions. The sample will be proportional and random at the level of households, whereby the sample structure will match the population in accordance with population number of individual region registered in the Population Register of Slovenia. Sample will be representative regarding age, gender, region and settlement type. We do not introduce the results of the quantitative research, since the research is not yet completed.

4. Results and discussion

4.1 Conceptual model and research plan for testing the model

Upon review of scientific and technical literature, we obtained a substantive basis for the preparation of a conceptual model in which dependent and independent latent variables were determined. Below we show

a conceptual model for identification of connections between selected buying factors and their influence on consumer buying decision making for environment friendly textile products.

In Figure 1 the following variables are defined as independent variables of the conceptual model: economic factor, social factor, personal factor and environmental factor, and as a dependent variable: consumer buying decision making. Each of the variables will be measured with different statements, manifest variables or indicators which will be included in the survey questionnaire. The conceptual model shows direct correlations of consumer buying behavior model towards environment friendly textile products. In the empirical part the power of model correlations will be studied by applying the statistical result analysis of quantitative research.

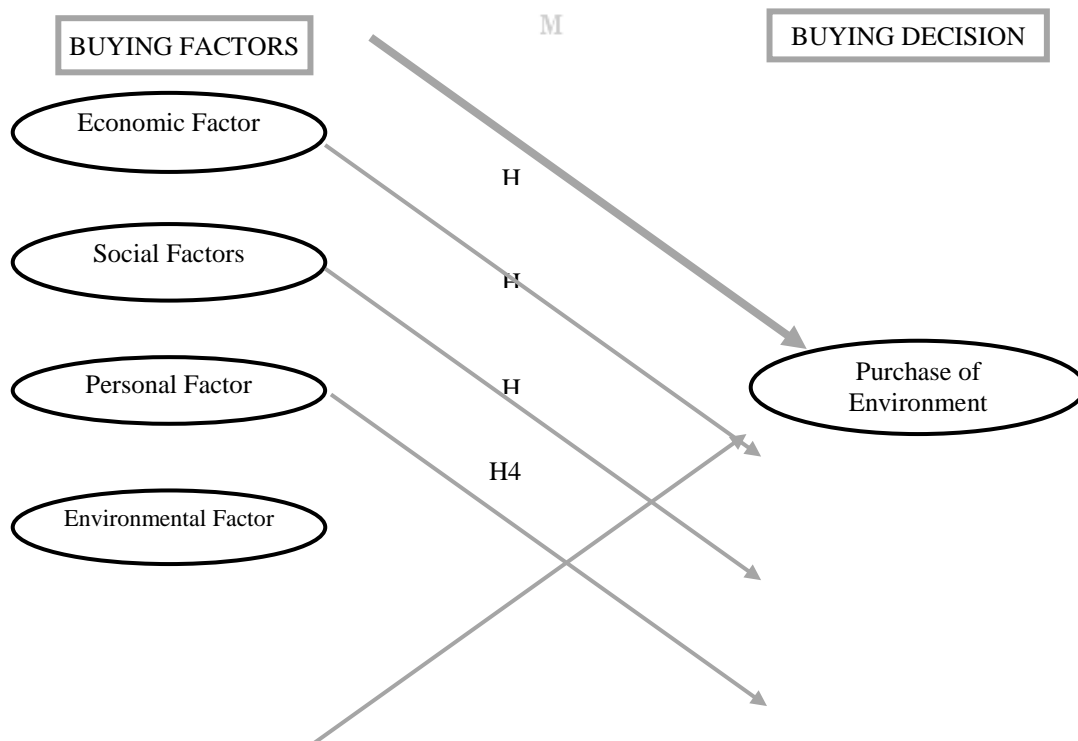


Figure 1. Envisaged Conceptual Model
(Source: Author's own source)

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Implementation plan foresees selected research procedures that comply with the phenomena that are the subject of the research and with pursued research objectives. Proposed procedures will be selected as most appropriate ones for processing individual questions and hypotheses. The main research will be defined from the methodological aspect as a quantitative research based on a large statistical population and a great number of statistic units encompassed in a statistical sample, therefore the manner of data processing will be argued by the employment of statistical methods that provide exact conclusions. The research validity is argued by the fact that the research will be carried out in a stable economic environment. Research implementation will be limited in time, which mainly eliminates the influence of unforeseen events on the research results. Research reliability can be argued with the fact that by repeating the research under the same conditions and in the same economic environment, identical results would be obtained. Reliability of measuring instrument of quantitative research will also be tested by Cronbach Alpha Test. Reliability and validity will be tested indirectly by using Exploratory Factor Analysis. Generalisation: results will be able to be used within the field of textile products for comparability purposes, while specificities of textile products and textile industry will have to be taken into account.

Set hypotheses will be tested on the basis of assessed structural model parameters (see Fig. 1). For structural model testing structured modeling with the method of Partial Least Squares (PLS-SEM) will be used. The method has gained ground for its flexibility in the field of management, marketing, accountancy, etc. (Hair et al., 2013). The method PLS-SEM enables the study or modeling of complex connections between so-called manifest and latent variables. To be precise, latent variables are analyzed with the use of manifest variables (directly measured variables) that provide

the illustration of an individual construct. (Vinzi et al, 2010). For PLS-SEM modeling a program package Smart PLS will be used (version 3.2.8), being the leading tool for modeling with PLS-SEM method. Program R will be used to process data for modeling. Within the model analysis, first of all, the outer section of research model will be tested, whereby for each construct (in this case: economic factor, social factor, personal factor, environment factor and purchase) it will be tested to what extent individual indicators define it. In the second step the correlations within the inner section of the research model will be studied, together with the correlations between individual constructs. In this phase it will be tested to what extent an individual latent variable explains another latent variable (Tenenhaus et al., 2005). The conceptual model is presented in Figure 1.

4.2 Contribution to the theory

Authentic scientific paper presents the creation of consumer buying behaviour conceptual model to research and measure connections between buying factors and their affects on consumer buying decision making for environment friendly textile products.

The main contribution to the research in the next step will be represented by empirical analysis intended to reveal the possibility of theoretical and empirical findings to be transferred into practice, namely textile industry. The research will, in terms of its design and content, represent one of the reference works in the field of marketing research and its narrower segment consumer behaviour. The research to test the latter, has not, according to researched data, been carried out yet. This type of model has not been noted, neither in Slovenia nor internationally. Bearing this in mind the research represents an important step towards development in science.

By raising consumer awareness of negative influences of conventional production the importance of environmental friendliness of the product is increasing. Due to that special attention will be paid to the comparison of influence of labelling/feature “Certified Product” to the influences of other researched factors on consumer buying decision making for environment friendly textile products. Should it be demonstrated that label “Certified Product” bears at least as strong statistically typical influence on consumer buying decision making as other influential factors, the research results will positively contribute to a more responsible orientation of corporate management to environment, and to a more efficient management of online marketing elements of environment friendly products in marketing departments. Additional challenge in the process of forming and implementing marketing communications strategy together with raising consumer awareness will be emphasizing the importance of purity or integrity of products, since the label “Certified Product” enters the decision making buying process at the phase of collecting information on environment friendly textile product as information, and the consumer considers it at the phase of evaluating alternatives and even makes decision about the final purchase on the basis of the aforementioned information.

5. Conclusion

Organic - is extremely modern and popular at the moment. Under these labels we have food, cosmetics, cars and, more recently, fashion and clothing products and shoes. Clothes have suddenly become "green", which means that they do not harm the individual or the environment. Eco-clothing is not just a fad, but a trend that has emerged as a result of a changed collective consciousness. The natural environment is becoming an increasingly important value and consumers are motivated to protect it. Pollution causes climate change, which brings many natural disasters. This reminds us that we must change our attitude towards

the natural environment. We cannot change the world ourselves, but we can at least make a small contribution to improving the situation. Let's stop using plastic bags unnecessarily, turn off electrical appliances when we don't need them, recycle and buy clothes made of organic or naturally grown cotton. When buying fashionable clothes or. Through each decision the customer indirectly and directly influences the quality of life of the workers involved in the manufacturing process of the product and the pollution of the environment (Zaman, 2010).

Today's consumers are increasingly aware of environmental and social issues and are looking for responsible products (Chen and Chang, 2013) that are more durable, fairer and produced from recycled materials (Lozano et al., 2010). We often talk about “socially and environmentally responsible consumption”, defined as a consumption pattern which takes into account the needs of current generations without compromising those of future generations (Heiskanen and Pantzar, 1997; Dekhili and Achabou, 2014).

The object of the paper is development of consumer buying behavior conceptual model towards environment friendly textile products. Interconnections between selected buying factors (price, brand, design, environment friendly product features) and buying decision making of a selected consumer target group for environment friendly textile products will be presented at conceptual level. The newly designed model can be used in practice.

In the academic literature on consumer preference for responsible labeled goods, authors have paid little attention to the relevance of considering label “Certified Product”. While surveying the literature and previously implemented researches it has been noted that the leading countries in textile industry are India, other Asian countries, the USA and Columbia. Most relevant researches and data referring to the proposed subject have been published in

these geographic territories. In European territory only few researches have been done.

Different authors have already studied the purchasing factors, but nobody has expanded it with the environmental factor. So, the research to test the latter, has not, according to researched data, been carried out yet. Because the purchasing process and purchasing decision making are very complex, dynamic and complex processes, we focused only on the selected purchasing factors.

Despite its many contributions, this study is not without limitations, which in turn, provide us with opportunities for future research. In the study, we limited ourselves to studying the correlations of the selected elements of the product. Upon review of scientific and technical literature, we obtained a substantive basis for the preparation of a conceptual model in which dependent and independent latent variables were determined. In the future, it would be useful to include other elements of the product, which are mentioned by authors in the different concepts. In this way, we would explore the correlations between the expanded elements and other studied variables and find out if there are generally valid rules of correlations in the marketing of environment friendly textile products.

In the next step, quantitative research will be carried out with the method of online survey. The sample will involve up to 400 consumers, aged from 25 to 65 coming from households of 12 Slovene regions. The sample will be proportional and random at the level of households, whereby the sample structure will match the population in accordance with population number of individual region registered in the Population Register of Slovenia. Sample will be representative regarding age, gender, region and settlement type. We will try to get answer to the research question. Research problem is based on the study of interconnections between selected buying

factors and consumer purchase decision making. Research question connected to research problem is the following: *what are the interconnections among variables in buying behavior model, and which of the selected factors have statistically typically the strongest influence on consumer decision making for buying environment friendly textile products.* With gradual increase of consumer awareness of negative influences of excessive production and consumption on environment both in Slovenia and abroad, we will be in particular interested how the label/features “Product with Certificate” or “Certified Product” affects consumer decision making to purchase environment friendly textile products.

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